

Houston Scorpions Football Design

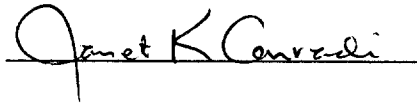
An Honors Thesis (HONORS 499)

by

Kyle A. Kendall

Thesis Advisor

Jan Conradi

A handwritten signature in cursive script, reading "Janet K. Conradi", is written over a horizontal line.

Ball State University

Muncie, Indiana

May 1999

May 8, 1999

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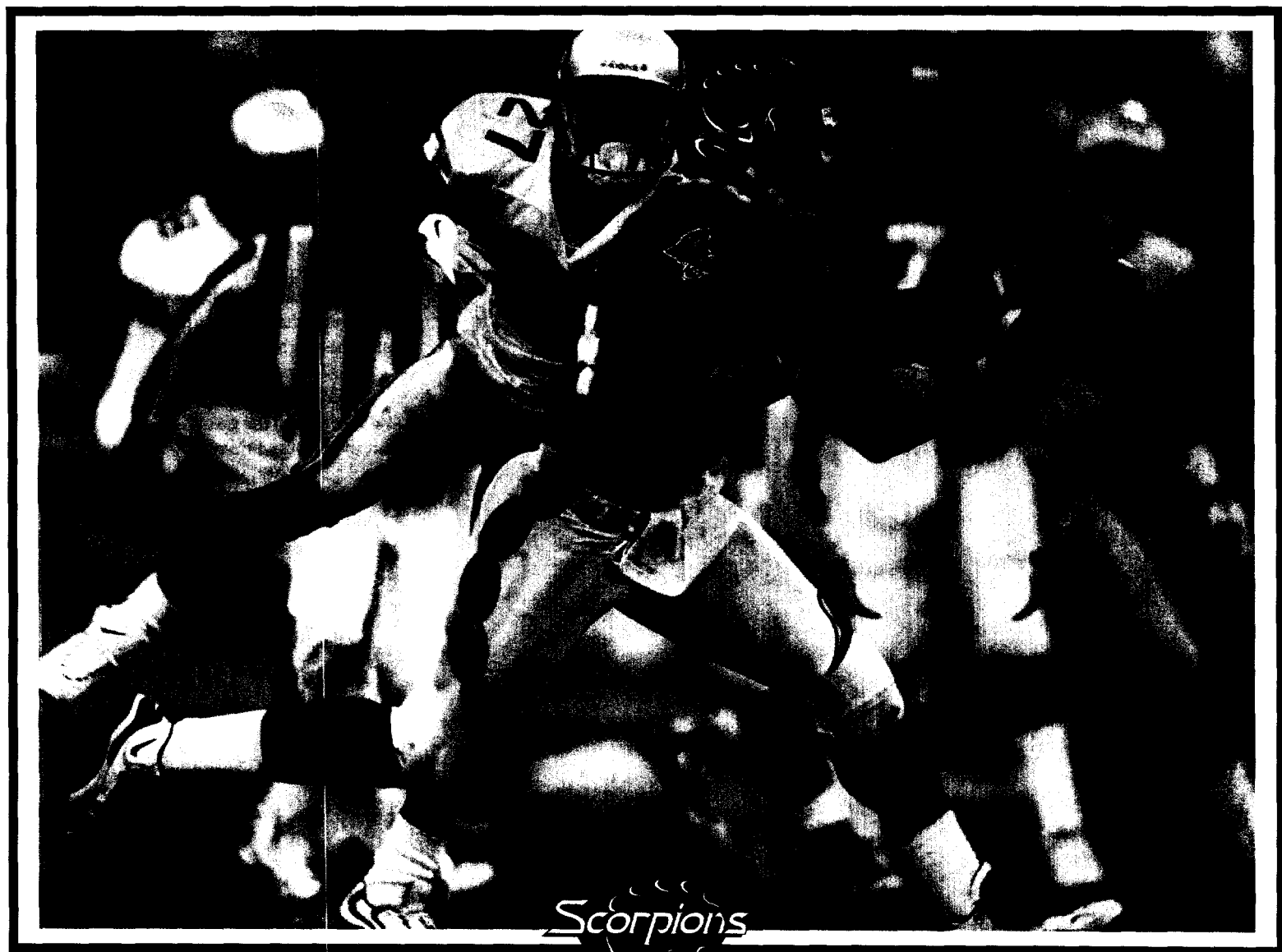
Abstract

The following is an artist's statement that explains the research and design techniques used in creating a professional football franchise. Included are the examples of the finished design, from logos to uniform combinations.

Acknowledgments

Thank you to Jan Conradi who oversaw my completion of this project, and to Christine Satori and Sam Minor whose wonderful advise has influenced the development of my design during my time here at Ball State. Thank you also to my family and fiance, Renae, for their continued support.

Houston **SCORPIONS** *Football*



Kyle Kendall
College of Fine Arts
Spring 1999

During my years in the Graphic Design program here at Ball State University, I have been exposed to very many different elements of design. Each one of them has been interesting to me in its own way. But after that time, one division of design has remained at the forefront of my imagination, the design of professional sport logos. This is a type of design that we are not often forced to do for required projects, and has become somewhat of a hobby for me. So when it came time to design a piece for my senior thesis, sport design was on the top of my list of choices.

The design problem that I presented to myself was this: As the National Football League, (NFL) prepares to expand to the reborn Cleveland Browns in their American Conference, they see the need to equally expand in the National Conference. Using the recently deserted markets of Houston and Los Angeles as target cities, I would name and develop this new franchise.

I started my research by studying the existing NFL franchises and their mascot names. Through that research, I was amazed to find how much the NFL had limited itself in the line of team names. Out of the thirty-one existing franchises, only fourteen bear the name of animals, the remaining seventeen being a mixture of ethnic groups, (Redskins, Chiefs, Vikings,) and working classes native to the home city, (Steelers, Cowboys, etc.) Of those based on animals, more than a third of them are species of birds, which include the Seahawks, Ravens, Falcons, Cardinals, and Eagles. Another four of them are based on large cats: Jaguars, Bengals, Panthers, and Lions.

It was based on this research that I began to compile a list of criteria that I thought would be beneficial for the name of my franchise. First of all, I wanted something unique: something in a class all its own among professional sports. I wouldn't be designing a cat, a bird, or an ethnic minority group. I wanted something clean, crisp and concise, that would lend itself to the form of a football helmet, as well as the numerous other roles that an NFL logo is asked to fulfill. I also wanted the name to fit the city that I chose to represent. I





Helmet Design

wouldn't use alliteration, which I felt was a poor reason to choose a mascot. I wouldn't misplace an animal species by naming a team using a creature which has never roamed the countryside there. And I wanted something exciting and ferocious, yet able to be embraced by the people of the city.

Based on this criteria, I listed franchise names that would work for either city, such as Lasers, Dragons, Spiders, Thunder, Blitz, and Serpents.

All in all I listed approximately seventy-five different names, which through the process of elimination, I narrowed down to ten. Of those ten, some names would work only for one of the cities, such as the LA Quake and the Houston Boosters. But of the choices that I had left, one seemed to stand alone. Scorpions.

With the idea of this wonderful creature's imposing figure gracing the side of a helmet, I began to do more research. What I found most interesting was that of the pictures that I found, many of them had been taken in and around central Texas. The form of the scorpion was an amazing shape, one that lent itself perfectly to my design criteria, including an amount of versatility that I didn't plan on. As for my idea of being unique, the scorpion would not only be the first arachnid and the first crustacean in the NFL, but would be the only invertebrate. There was no doubting it now, the Houston Scorpions were about to be born.



Primary Logo





Secondary Logo

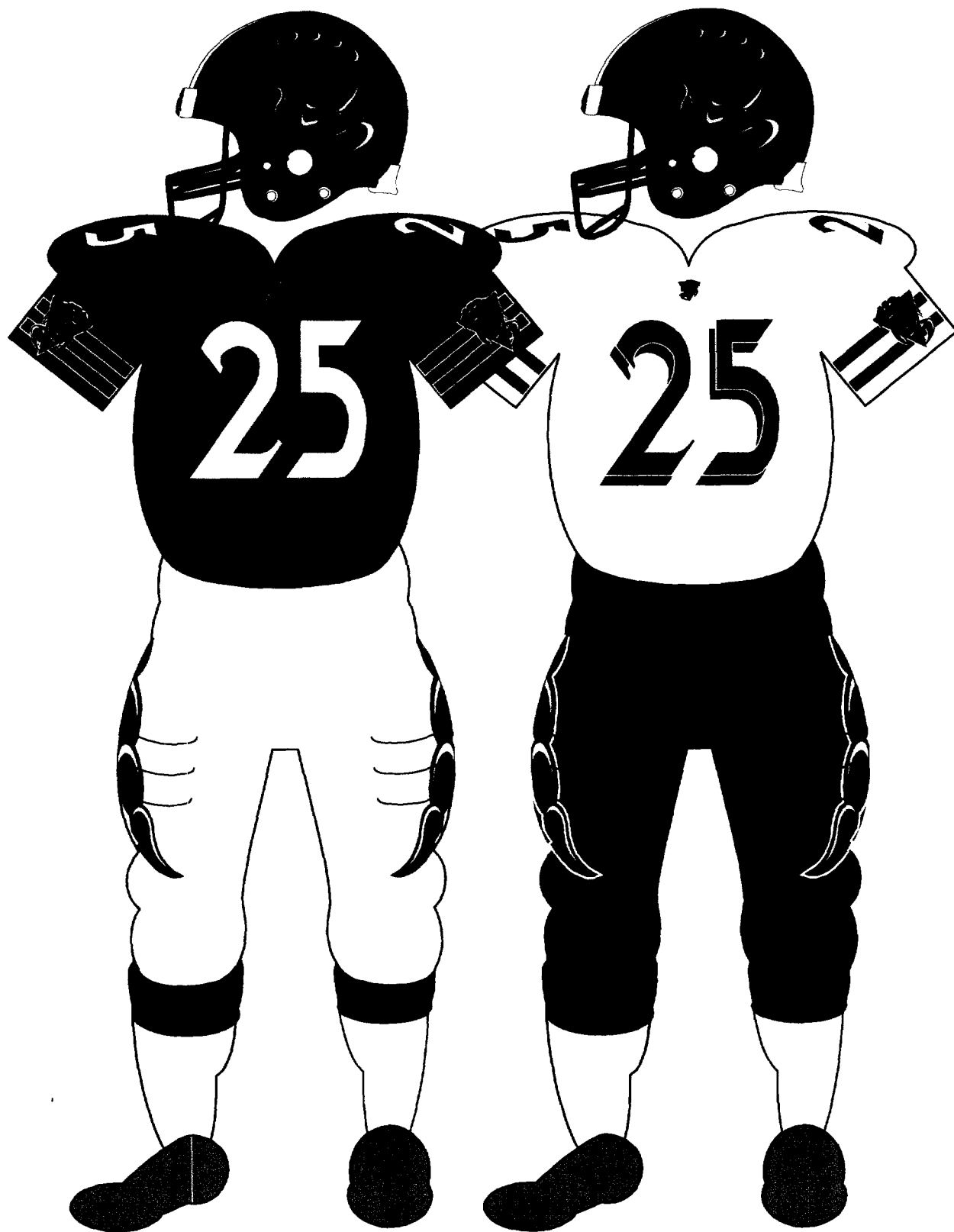
In sketching the form of the scorpion, I found the tail and claws to be an instant appeal as the focus of the design. I later ran into many problems that I had to address. In the design, it was clear that the tail would be the focus of the design, but the idea of this creature on the helmet without an eye bothered me. For my own sake, I quickly sketched in an eye and felt moderately satisfied. The scorpion's form quickly took shape, as I was already sketching inside the shape

of a football helmet. It took probably twenty drawings before I came up with something even remotely satisfying. Through time and numerous revisions, the logo came to life.

When I began to look at the design of the helmet and the pending uniform, color seemed to be of the utmost importance. In an era where nearly every expansion team in recent memory has used at least one if not more forms of teal, turquoise, periwinkle, or purple, I saw it necessary to again research. I saw amazing trends, one of which I fell for in my design. I decided that there were enough teams using black helmets, jerseys and logos, as well as metallic colors such as silver, gold, and pewter. Through the system of trial and error, I settled on the color scheme of a dark green, deep red, and yellow-gold for my design. Although there are five teams currently in the league wearing red jerseys, the idea of green pants on the road seemed to give the uniform good versatility from home to road.

After all of the research and thought put into it, I finally let my imagination go to work. I redesigned the entire logo just before the end of the semester by replacing the eye with a less definitive visor to give it more of a slick, geometric quality. I began to experiment with typefaces and layouts of logos to be used outside of the helmet. The result: a final logo design that may be one of my strongest pieces ever, and would definitely be able to carry its own weight in the arena of professional sports.

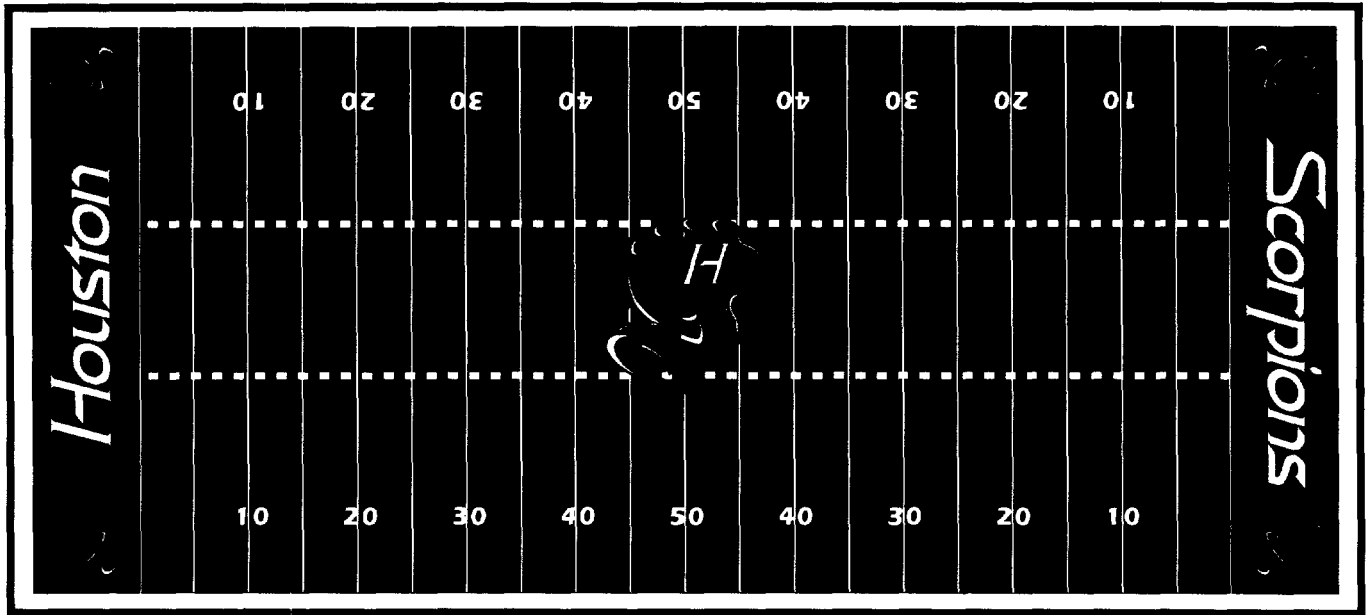




Home Uniform

Road Uniform





Field Layout